

# HOUSING FINANCE AUTHORITY LEON COUNTY MARKETING REPORT TO ESCAMBIA COUNTY HOUSING FINANCE AUTHORITY JANUARY 1, 2018

**Reporting Dates: 4<sup>TH</sup> QUARTER 2017**

The HFA of Leon County has been in a transition of change within its organization which will allow for it to be more efficient and effective in its efforts to provide homeownership opportunities within Leon County. Organizational changes were complete and effective October 1, 2017. During the final quarter of 2017, Federal Tax changes loomed with information that put the bond programs at risk. The changes that were to have occurred incorporating the MCC program into the Escambia Program on December 15, 2017, did not roll out at that point because the MCC program was on the list of programs to be eliminated. This program will not be rolled out on February 1, 2018 and will be reported on during the first quarter of 2018.

## **The following efforts are fully implemented:**

### ***Update website***

- Current information has been posted which includes the latest flyer from Escambia County HFA, which, administers the first time homebuyer program
- Maintain a current website and make sure that current terms and that the latest rate and down payment information is available for consumers.

### ***Work with the Tallahassee Lending Consortium***

- Support and coordinate efforts to produce more homeownership opportunities
- Meeting on August 14, 2017 to begin discussions
- Discussions have continued

### ***Increased Media Presence***

- Provide flyer and program information to local media to generate interest
- Participate in PSA's or advertisement in conjunction with other local partners
- Create a place at the table to better communicate the availability of loans for qualified borrowers

## **Focus of the Next Efforts in First Quarter 2018:**

- Acquire information to enable tracking of active lenders success in making loans
- Acquire Profile of buyers to better target loans and marketing efforts
  - Requested zip codes of borrowers to better target efforts
- Contact participating lenders based on their success to gain insight in to increasing participation
  - Meetings are planned for March 14-15 in Tallahassee with local lenders with Randy Wilkerson for introductions and discussions
- Ongoing and active media communication with the end result of making potential homebuyers aware of the opportunities available for homeownership
  - Contact has been made to potential participate in local Board of Realtors meeting that are held with lenders and Realtors
  - Contacting local radio stations for possible PSA's